



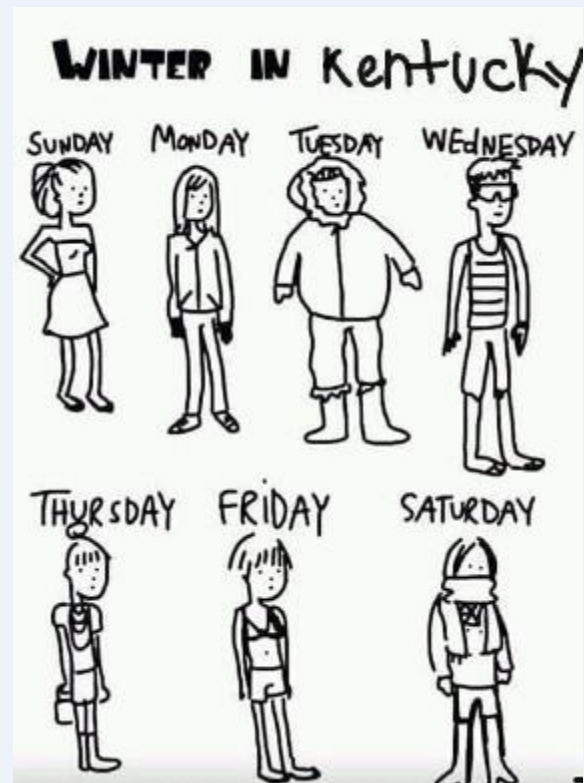
January 10,
2017

Main Street Monday!

Don't forget, Deadline for nominations are January 10th!



Just a little snow in downtown Pikeville !



Funding Opportunities and Awards

NEA Challenge America Grant Program

The National Endowment for the Arts' Challenge America grant offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations — those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Grants are available for professional arts programming and for projects that emphasize the potential of the arts in community development. Applications due April 13, 2017. [Learn More and Apply](http://smartgrowth.org/nea-challenge-america-grant-program/) <http://smartgrowth.org/nea-challenge-america-grant-program/>

Communities Get Environmental, Economic Development Help From EPA

The U.S. Environmental Protection Agency (EPA) will provide 25 communities in 19 states with technical assistance to pursue development strategies that advance clean air, clean water, economic development and other local goals. EPA selected the communities from among 76 applicants to the Building Blocks for Sustainable Communities program. In 2017, EPA staff and national experts will conduct one- to two-day workshops to help the communities address development-oriented issues. [Learn More](http://businessfacilities.com/2016/12/communities-environmental-economic-development-help-epa/) <http://businessfacilities.com/2016/12/communities-environmental-economic-development-help-epa/>

We wanted to include a letter that was written to our national group of Main Street directors and coordinators from the director of the National Main Street Center this week because we know all who read this don't receive information from Main Street America. This will give insight to know why we do what we do. We are passionate about our communities and their success.

Dear Main Street America Members and Friends,

Happy New Year! The start of the New Year offers an important moment to reflect on [all that we accomplished together in the past year](#), and to think about the significance of our work as we look to the future.

The work of the Main Street Network has never been more relevant. In particular, I have been reflecting on the recent election cycle, and its implications on our collective efforts. The election brought into sharp relief the reality that the economy is not working for many Americans. The national economy has undergone enormous change, putting many communities at a profound disadvantage.

And yet there is cause for optimism about the future. As we in the Main Street movement know, innovation, collaboration, and the dedication of local leaders and volunteers are helping to revive economies across the country. From the downtown districts of small towns in Iowa to vibrant neighborhoods in Boston, the road to improved economic opportunity for all Americans travels through Main Street.

There is no single solution to reviving local economies. But there are several fundamental principles that can be put to work — principles that have proven effective in thousands of communities that have been part of the Main Street America network over the last 36 years. Dollar for dollar, this asset-based, market-savvy and community-driven approach is one of the most effective economic revitalization strategies devised.

First, any effort at revival begins with our Main Streets. Strong Main Streets — be they urban or rural — are the heart of communities. They are employment centers, gathering places, and destinations that celebrate rich culture and historical legacy. The older and historic building stock that characterizes these Main Streets is, for many communities, the single greatest asset they have. These structures, and the walkable, human-scale neighborhoods they occupy, offer flexible and affordable space for entrepreneurs, and safe and inviting housing opportunities for the growing population that is interested in living downtown.

Second, efforts to turn around failing economies succeed only when there is commitment, buy-in, and organization at a local level. Successful revitalization efforts are driven by leaders and residents who are tirelessly strategic about identifying their competitive advantages. Only a willingness to take an objective eye to local market data and craft strategies that are grounded in these dynamics can succeed.

Third, successful downtown revitalization happens when all of a community's stakeholders are at the table, and all residents can see themselves in the vision for the future. Resilient economies are ones that lift everyone up together, prioritizing economic opportunity, equitable growth, and inclusion of a diverse range of voices and perspectives.

Fourth and finally, effective Main Street revitalization efforts prioritize local entrepreneurship, seeking out and supporting the creative and ambitious risk-takers among us, those that have been the backbone of America's economic success throughout the last 240 years. Coordinated local revitalization efforts clear the path for these small businesses owners, connecting them with financing, space, training, and other local, state and federal resources available to support entrepreneurs.

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We have profound challenges ahead of us, but I am continually inspired by the work of Main Streets across the country, and am excited by all that is ahead for our Network in 2017. This year, our members will see many new resources from the National Main Street Center — including the official roll out of the refreshed Main Street Approach with accompanying new resource guides, a brand new website, and a new networking and communications platform. In addition, look for new resource to help support entrepreneurship on Main Street, and exclusive grant opportunities for members.

Watch your inbox and *Main Street Weekly* for updates!

Warm regards,

Patrice Frey
President and CEO, National Main Street Center

If you are near Pineville tomorrow night you should attend this event. The Barter Players are a troupe from Abington, VA.

Don't miss the return of The Barter Players! This time the group brings a stage adaptation of Charles Dickens' classic, *Great Expectations*. Join us at 7:30 p.m. this Wednesday night at the Bell Theater. Tickets \$10 adults; \$8 for 17 & under.



*Happy Birthday today
Melinda Winchester,*



A dusting of snow in downtown Harrodsburg!



Our friends from our state seal enjoying a snowy day in downtown Danville.



Are your committees looking for some lighter, quicker, cheaper projects for their workplan? Check out some of these 101 placemaking ideas at Curbed.com

<http://www.curbed.com/2016/9/22/13019420/urban-design-community-building-placemaking>

Middlesboro wins again!



Maysville had it's first ever New Year's Eve Celebration complete with ball drop! Who needs to go to NYC! Over 1,000 people were in attendance. Happy New Year indeed.





An idea to share with your businesses. em+me has this sale twice a year and it is amazing. People are lined up down the street & sometimes around the corner. It's a great way to get people in their store after the holidays



This storefront is ready for winter!



New
Business
in
Frankfort!



Lola welcomes you to her owner's, Jacqueline Keough's **White Cat Gallery at 232 Main Street in Frankfort!**

Jacqueline's specialty is pet portraits and her husband, Dr. Bradley Keough is the deputy state veterinarian. We are excited to have them in the downtown.



At our fall conference Main St. Winchester director, Rachel Alexander told you about the de-Tours program of the BGT, (Bluegrass Trust) Last Wednesday on a frigid evening over 150 people gathered to tour three homes in the Gratz park area. It is a great way to showcase historic properties. Pictured with Rachel is Nicholasville Main Street board member and BGT member Peter Brackney.



Sorry for the blurry photo, but I wanted to give you a sense of the crowd. Peter was speaking to them about the homes they were about to tour. I believe this could be done in any community.